

Shakespeare's Birthday Parade & Celebration: Exciting Progress Update!

Since our last meeting in December, I've been working closely with Richard Lees and various stakeholders to bring their incredible visions to life! The pieces are coming together for an unforgettable celebration.

Key Updates & Actions:

1. Communication & Coordination:

Our top priority is making sure the public knows about the fantastic range of events happening, with clear, engaging messaging that showcases the energy and magic of the day. A fully detailed event plan will be ready to launch by mid-March—just in time to build anticipation!

2. Bringing the Town to Life – Event Spaces:

I recently met with Rich Jones from Bell Court, and we're working on getting Bell Court and BID Stratford involved in some exciting **post-parade festivities!** As well as Avonbanks, Henley street, Town Hall, Guild Chapel, and The old Slaughterhouse

3. Elevating the Parade Experience:

We're adding **even more** fun to the celebrations this year! Picture this: a **live choir and dancers** setting the stage before the parade even begins, creating an electric atmosphere! This is still being fine-tuned alongside the already-booked **WMFS brass band**. On top of that, we've **recruited new participants** who are bringing fresh music and excitement to the parade.

4. Community Engagement:

Connecting with local community groups and organisations is a huge focus, ensuring that as many people as possible are part of the festivities. There's still some work to do, but we're weaving them into the lineup to make the parade bigger and better than ever!

5. Digital & Social Media Buzz:

We're levelling up our online presence! Lisa and I are working on making the event website, social media, and communication strategies more engaging and accessible than ever. Whether you're a first-time visitor or a longtime attendee, you'll have everything you need to get excited and get involved!

Any questions please email me slateeventsuk@gmail.com